



# OKLAHOMA CITY Commercial District Revitalization

## DISTRICT DEVELOPMENT PLAN

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### T A B L E O F C O N T E N T S G U I D E

This outline organizes the major elements for a District Plan and is our recommendation for a table of contents. Consider it as a template that you can customize for your District Plan.

#### **I. EXECUTIVE SUMMARY**

- Planning Process
- Key Findings from Understanding the Market
- Summary of Implementation Strategies

#### **II. INTRODUCTION**

- Organization Purpose and/or Mission
- District Planning Process, Participants and Acknowledgements

#### **III. BACKGROUND DATA**

(Reference the *CDRP Market Fundamentals Guide* for approaches to gathering market information and data resources.)

##### ***Niche Strategy***

The Niche Strategy defines the district and positions it within the market place by:

- Identifying the differential and competitive advantages of the district
- Highlighting the history of the district as well as qualities which make it distinctive

##### ***Market Snapshot & Economic Profile***

*Primary* markets are made up of neighborhood households within a 10 minute walking distance of the business district. *Secondary* markets include all households within a one to three mile radius of the business district. The definition of the secondary market will be adapted to address the specific dynamics of the business district. The market assessment is tailored to a district, and could include:

- Demographic data of the surrounding neighborhoods
- Workforce profile of the surrounding neighborhoods
- Community attitude survey to determine what residents want in their business districts
- Education and crime data
- A retail assessment
- Development patterns and opportunities
- Other information as appropriate

***Stakeholder Outreach and Surveys Summary***

This section provides a summary of the data collected from outreach to stakeholders, including:

- Focus groups, roundtables and one-on-one meetings (Reference also District Review and Stakeholder Survey: Taking Inventory document and meeting summary, and Staff Recommendations)
- Community and Stakeholder surveys – see attached template example

***Planned Projects***

This section highlights programs, projects and investment taking place now or in the future by the private sector or City of Oklahoma City.

**IV. PLAN IMPLEMENTATION, MONITORING AND PERFORMANCE**

This section of the District Plan will include a workplan and funding strategies in 1-, 3-, and 5-year horizons that the Board of Directors will assess and adjust each year. Ideally, the Board will ensure a strong connection between implementation strategies and the organization’s mission. District Plans include strategies and performance metrics across these five elements:

<p>1. Organization, Planning, Operation and Finance</p>	<ul style="list-style-type: none"> <li>– Organization and Board of Directors</li> <li>– Planning and Programs</li> <li>– Operations Management</li> <li>– Finance, Budget, and Self-sufficiency Planning</li> <li>– Appropriate Structure, e.g., BID, Redev. Corp., Main Street, Non-Profit</li> </ul>
<p>2. Market Fundamentals, District Culture and Promotion</p>	<ul style="list-style-type: none"> <li>– Stakeholder Identification and Engagement</li> <li>– Niche Strategy; Branding, Logo, Message</li> <li>– Marketing Communications, Events and Promotion</li> <li>– Community Retail and Service Needs</li> </ul>
<p>3. Economic &amp; Community Development</p>	<ul style="list-style-type: none"> <li>– Tenant and Business Recruitment</li> <li>– Tenant and Business Retention &amp; Expansion</li> <li>– Merchant Membership</li> <li>– Integration of Tenant Mix and Market Needs</li> </ul>

	<ul style="list-style-type: none"> <li>– Neighborhood Conditions</li> </ul>
4. Redevelopment, Development, Design, and Infrastructure	<ul style="list-style-type: none"> <li>– Regulatory: Zoning &amp; Design Guidelines</li> <li>– Streetscape &amp; Beautification</li> <li>– Facades, Code Enforcement</li> <li>– Integration with Access and Safety</li> <li>– Infill Strategies</li> </ul>
5. Access and Safety, Parking, Traffic & Mobility	<ul style="list-style-type: none"> <li>– Parking design and enforcement</li> <li>– Traffic flow and pedestrian crossings</li> <li>– Bicycle lanes</li> <li>– Mass transit alternatives</li> <li>– Pedestrian Realm Enhancements</li> </ul>

## V. ATTACHMENTS

- Market Profiles, Demographic Reports
- Maps, Site Plans, Renderings
- Stakeholder Outreach Surveys, Focus Group Records
- Budget and Funding Plan Details for Plan Implementation
- Community and Economic Development Resources
  - Small Business Development
  - Loans and Financing
  - Neighborhood Associations and Development
  - Workforce Development